Demo Script:
Customer 360 Dashboard using SAP Analytics Cloud

SCENARIO ID: 17913
COMMUNITY CONTENT NAME: SAP_CC_CUSTOMER 360

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Contents

1. DEMO SCRIPT OVERVIEW

1.1 Highlights

The Customer 360 Dashboard is created in SAP Analytic Cloud by combining the data from C4C, S/4HANA, and Qualtrics. It connects the marketing, sales, commerce, and service teams together with a single view of your customer data, helping grow relationships with your customer. This demo includes three customer-360 dashboards in total, covering from ToB to ToC business. They are embedded into the C4C system, users could directly access these analytical dashboards while browsing in C4C, which not only enriches the customer information but also gives easy access to check while exploring potential opportunities and upcoming tasks.

Note: This demo is currently based on offline datasets without technical data integration with other systems.
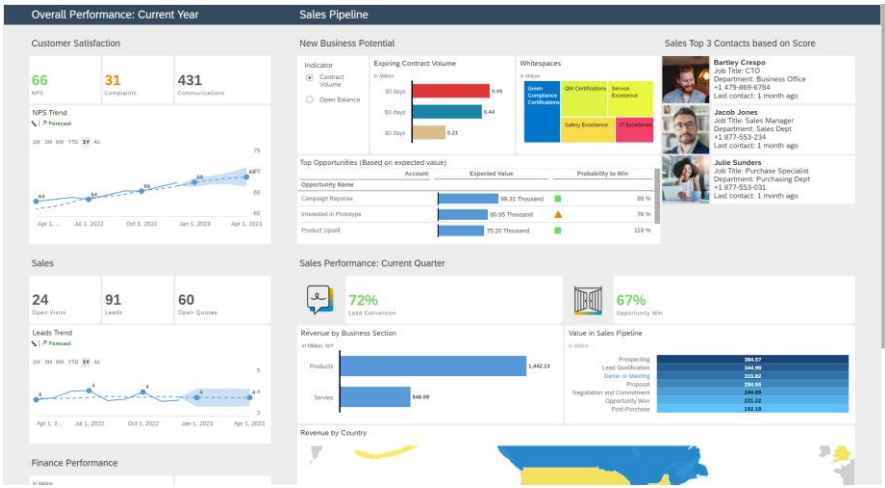
1.2 Why now?

Today organizations are accumulating exponentially larger volumes of customer data, and it often becomes fragmented, duplicated, inconsistent, incomplete, and out-of-date as it travels throughout the organization. The Customer 360 Dashboard is designed to provide holistic insight for the salesperson to better understand their customers for increasing revenue, reducing costs, identifying inefficiencies, and improving the customer experience.
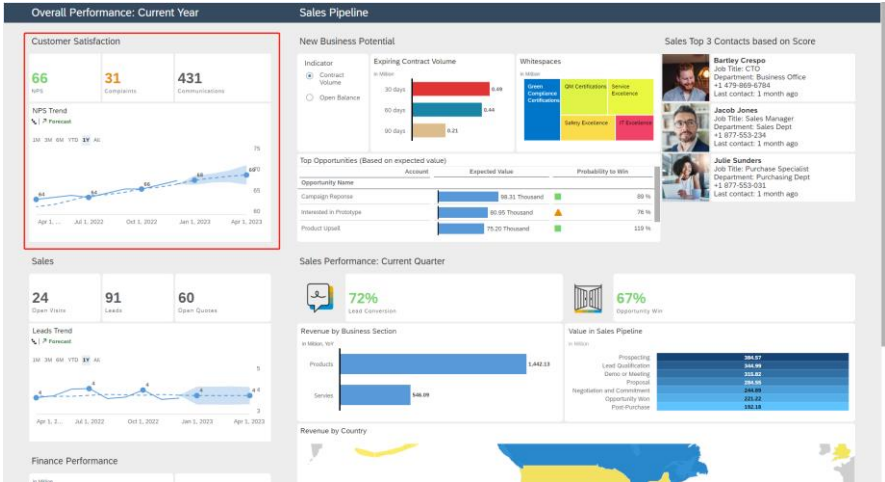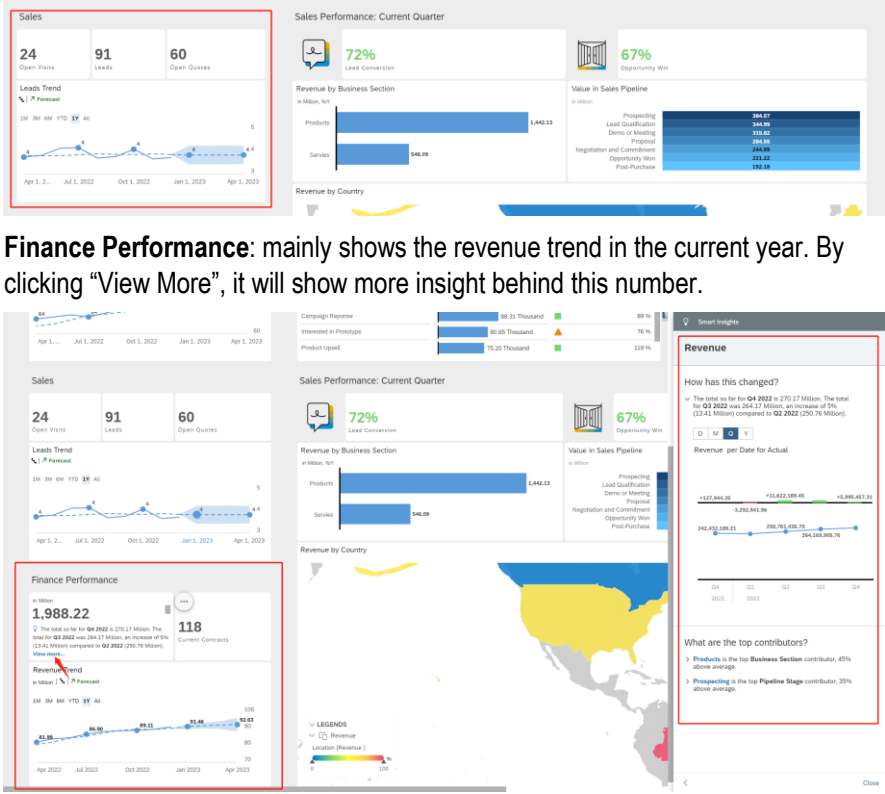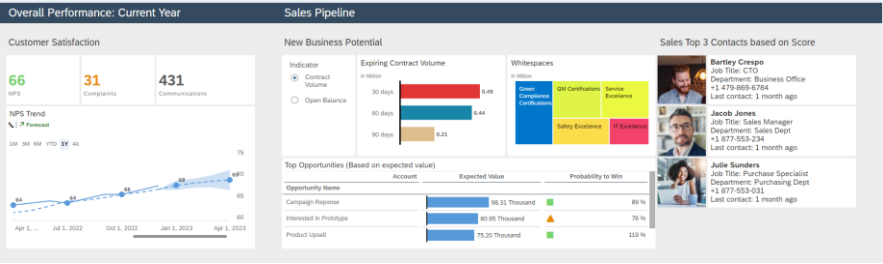
1.3 Why SAP?

SAP Analytics Cloud, or SAC, provides augmented analysis helping get insights from their customers. An Intelligent enterprise can obtain a high-level indication of how their business is performing with their customers and be able to drill down into the details to get insight. To take the proper action, the key decision makers also must perform simulations and analysis to help guide their partners strategically.
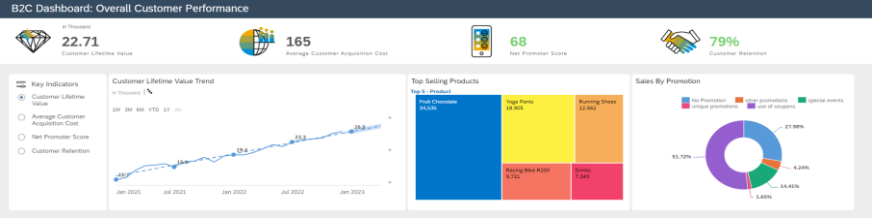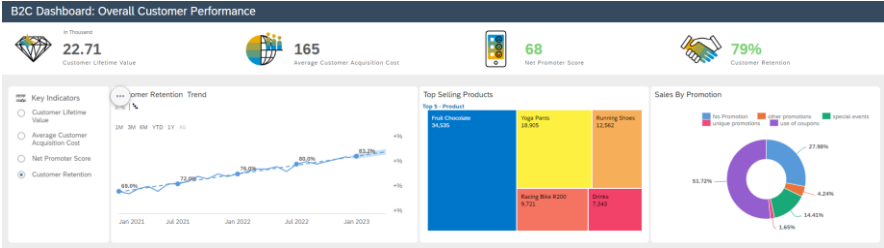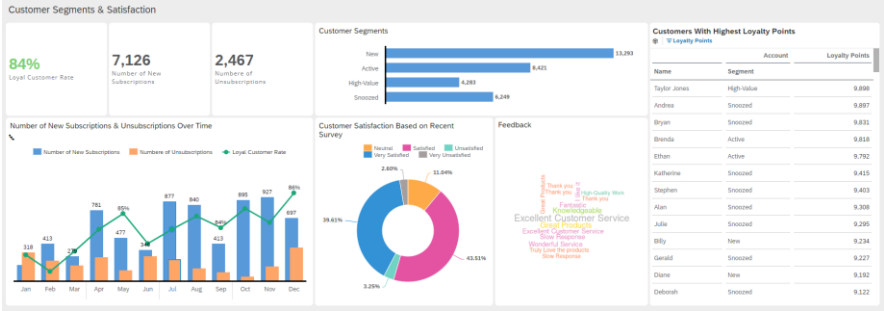
2 DEMO SCRIPT

2.1 B2B Dashboard

	Actions	Screenshots and Explanation
1.	• Introduce the purpose of this B2B Dashboard	This Customer 360 B2B Dashboard is designed to provide a holistic view for a specific customer. The link to this dashboard is embedded into the C4C system. When clicking this specific customer in C4C, it will open this story and provide the users with a customer 360 view. This dashboard contains two sections. • Overall Performance: displays the key performance indicators at the current year from customer satisfaction, sales, and finance performance perspectives. • Sales Pipeline: indicates the new business potential, and deeply explores the sales performance in the current quarter.
2.	• Introduce Overall Performance Part.	Looking at this dashboard, I firstly want to check our overall performance towards this specific customer. In this part, I could check from three aspects, which are customer satisfaction, sales, and financial performance. **Customer Satisfaction**: three key indicators are listed here. The color of NPS is green, which indicates the great message of customer satisfaction. However, the cumulative complaint of this year is 31, which shows a warning message. We need to put more effort into decreasing complaints to improve customer satisfaction. Below, I could also check the NPS trend over time. The embedded machine learning algorithm predicts the future trend to give further insight.

	Actions	**Screenshots and Explanation**
		Sales: similar to customer satisfaction, three KPIs (open visits, leads, open quotes) are listed to help me understand the current sales situation. By looking at these KPIs, the sales activities are working great with reasonable open visits, leads, and quotes.
		Finance Performance: mainly shows the revenue trend in the current year. By clicking "View More", it will show more insight behind this number.
3.	• Introduce Sales Pipeline Part.	This part puts more focus on finding potential business opportunities and reviewing the sales process. **New Business Potential**: I could check the expiring contract volume in 30, 60, and 90 days, so that to take immediate necessary actions. Besides, a few whitespaces have been estimated based on our corporation with this customer.

Actions	Screenshots and Explanation
	Like Green compliance certifications is the largest whitespace that we could work on more. The below table lists the top opportunities based on expected value with the probability to win. So that as a sales manager, I could properly manage the following important opportunity to focus on. **Sales Performance**: In this section, I could clearly understand where our revenue from this customer is distributed by different business sections, sales pipelines, and regions. In addition, the overall lead conversion and opportunity win give insight into the current sales performance. Linking the insight gained from overall performance, we need to work more on improving customer satisfaction to increase the opportunity to win in the next quarter.

Actions	Screenshots and Explanation
	Sales Top 3 Contacts based on Score: in the last part of this dashboard is the top 3 sales contacts based on relationship intelligence score.
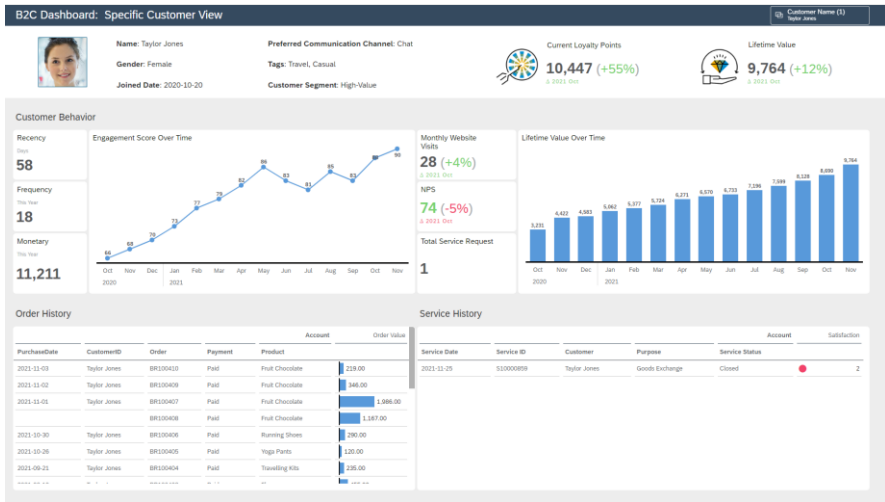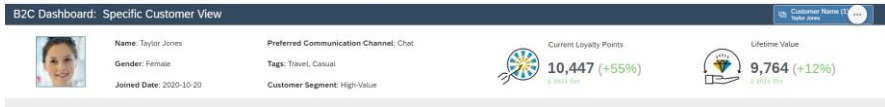
2.2 B2C Dashboard: Overall Performance

	Actions	Screenshots and Explanation
1.	• Introduce the charts on the B2C Dashboard: **Overall Customer Performance.**	Now I am moving to B2C Dashboard for the overall customer performance. The previous B2B dashboard is built for ToB business, while this dashboard is designed for delivering ToC business like running an online shopping website. It provides the overall performance check for all customers.
2.		On the top area, I can see four important indicators: customer lifetime value, average customer acquisition cost, net promoter score, and customer retention. Overall, it performs great.

Actions	Screenshots and Explanation
• Select "**Customer Retention**" at the left input control.	By selecting different indicators in the left input control panel, I could check the selected indicator trend over time. For example, if I choose "Customer Retention", the right line chart will change automatically to show the trend of customer retention. It shows an overall upward trend and predicts the values for the next three months. Next to the line chart, I could see the top products based on selling amount in a certain period. It demonstrates Fruit Chocolate has the highest selling amount and followed by Yoga Pants and Running Shoes. The beside pie chart shows the sales amount by promotion, indicating "use of coupons" is the most efficient way to promote the purchase.
• Introduce the part "**Customer Segments & Satisfaction**" in B2C Dashboard.	The second part of this dashboard focuses on customer segments and satisfaction. On the right side, I can first see the number of customer changes over time. Then a bar chart in the middle displays the segments for current customers. There are over 6 thousand snoozed customers that may need our attention to recall in the next marketing activity.
• Click "Very Unsatisfied" in the pie chart.	The result of a recent survey based on purchase experience is also included in this dashboard. The pie chart shows the satisfaction distribution. It seems overall our customers are satisfied with our product and service. However, there are still a few unsatisfied cases that need to pay more attention to. By clicking the "Very Unsatisfied", the right word cloud will change to show the specific feedback. Based on the feedback, I may give the suggestion to the service team to faster the process of response.

Actions	Screenshots and Explanation

2.3 B2C Dashboard: Specific Customer View

	Actions	Screenshots and Explanation
1.	• open the dashboard **B2C Dashboard for a specific customer view**	After reviewing the overall customer performance in the previous dashboard. I might want to check a specific customer view. The third dashboard is also designed for ToC business but focuses on delivering a specific customer view. This will help me trace a customer journey with us and provide better service.
2.	• Introduce the content on this dashboard	By using the filter at the top area, I could switch to different customers to check their customer journey. By default, we set it to show Taylor Jones' profile. I could see Taylor is our high-value customer, joined on 20th Oct. 2020, with the tags of travel and causal. Applying the RFM model to analyze Taylor's behavior. It includes three factors, which are recency, frequency, and monetary, illustrates three facts: • the more recent the purchase, the more responsive the customer is to promotions • the more frequently the customer buys, the more engaged and satisfied they are • monetary value differentiates heavy spenders from low-value purchasers Looking at the three factors, it all applies to the high-value segment standards. Her last time purchase is 58 days ago. This year he has 18 purchases with 11,211 money spent. On the right side, I could trace Taylor's monthly website visits, NPS scores and total service requests. This month's NPS is 74, which is 5% lower than the previous month. I may need to dig into her order and service history to check what's happened to lower this score.

Actions	Screenshots and Explanation

By checking her order and service history, I could see the most recent service request is for goods exchange, but the satisfaction score is low. I may need to further contact Taylor to collect feedback and send special coupons to improve her experience.

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